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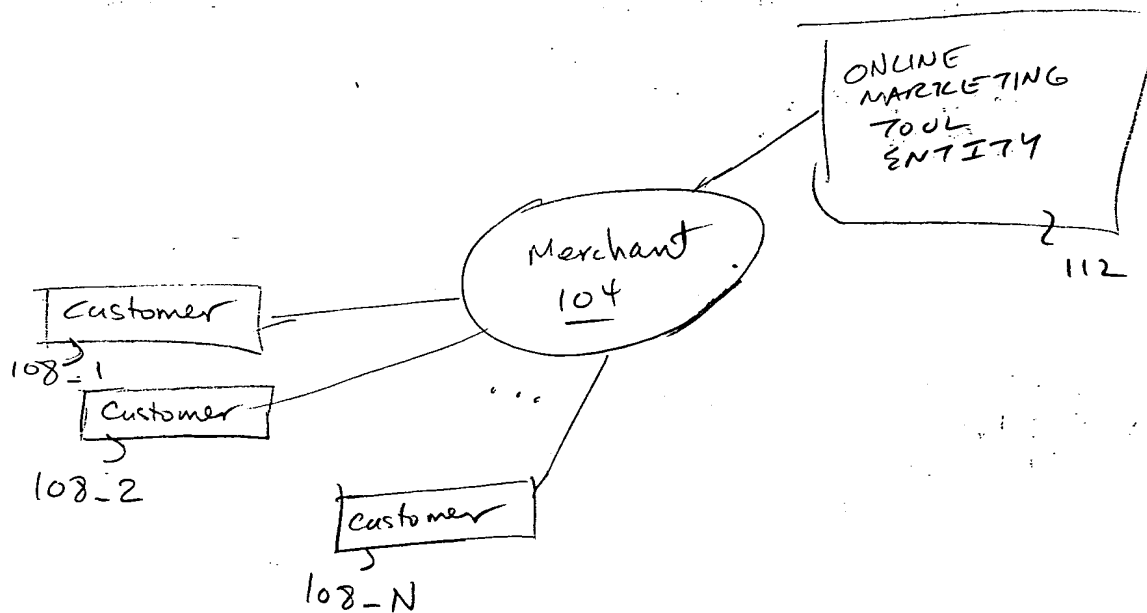


Fig. 1

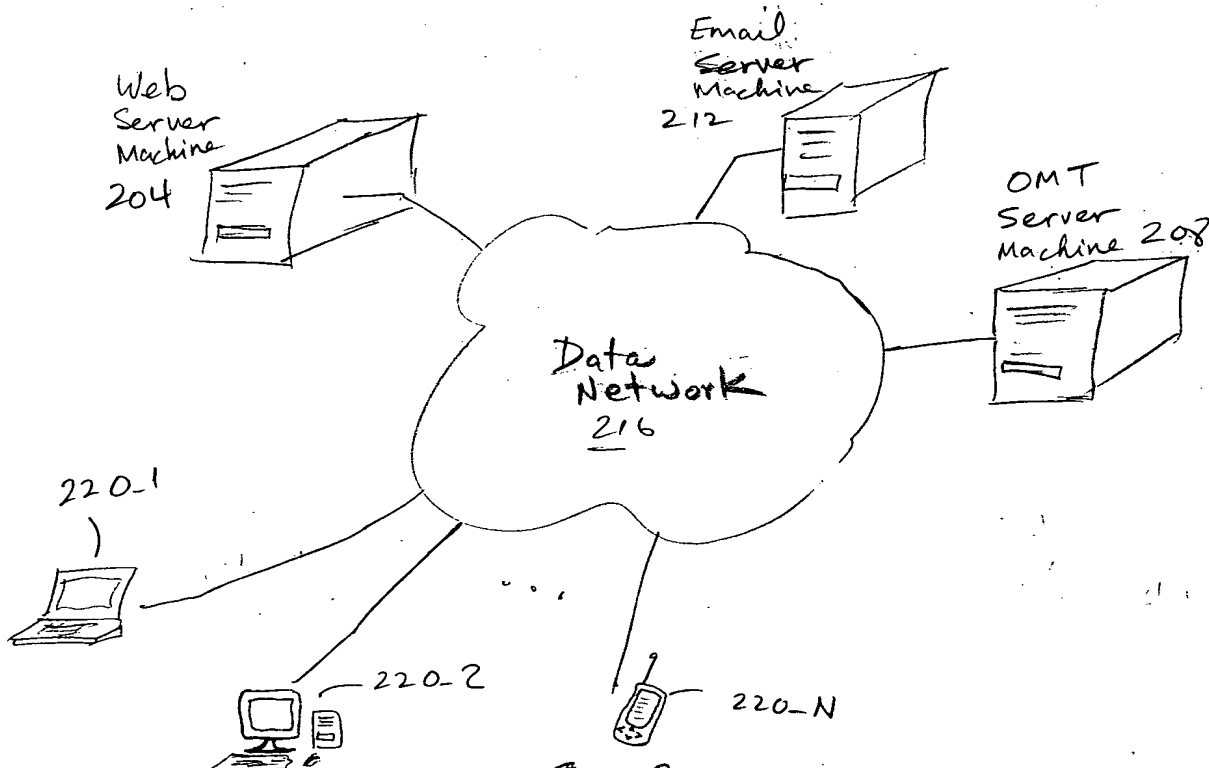


Fig. 2

Data Collection Methods (DCM) 304

Email Campaign Tracking:

- Opens.
- Clicks.
- Conversion.
- Historical

Online Survey Tracking:

- Answers.
- Historical.

Web Campaign Tracking:

- Impressions.
- Clicks.
- Conversion.
- Historical.

Member Database & Arbitrary Data.

Business Rules Engine (BRE) 308

1. Takes input from the "Data Collection Methods."
2. Applies Rules-Sets created and managed in the Life Cycle Manager to determine the "State" for each individual person.
3. Makes the "State" information available to the Content Presentation Methods.

Content Presentation Methods 312

Email Personalized by:

- Substitution.
- Environment Variables.
- Conditional Content.
- Database Values.
- State.

Online Surveys

Web Content Personalized by:

- Substitution.
- Environment Variables.
- Conditional Content.
- Database Values.
- State.

Arbitrary Export

Fig. 3

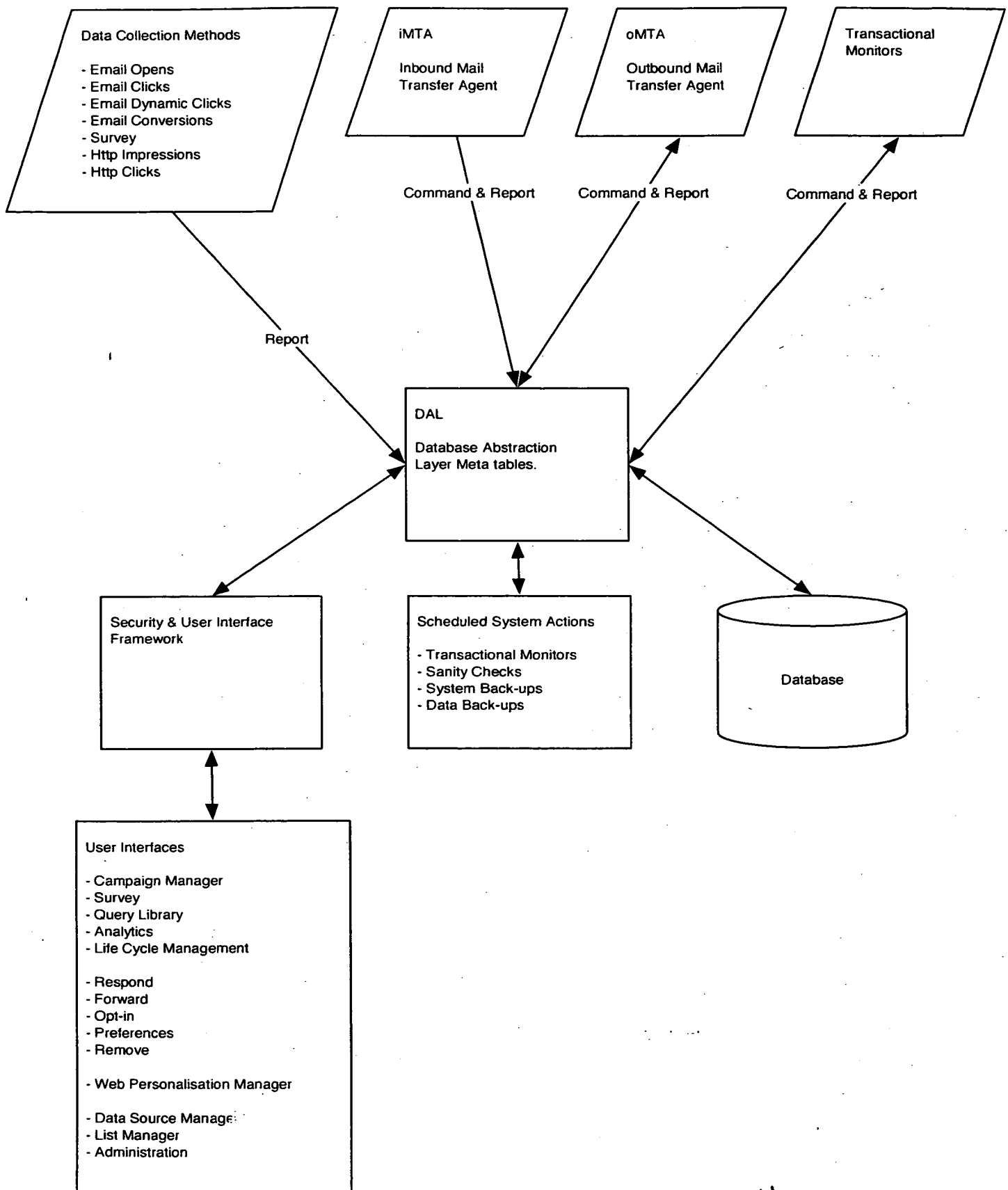


Fig 4

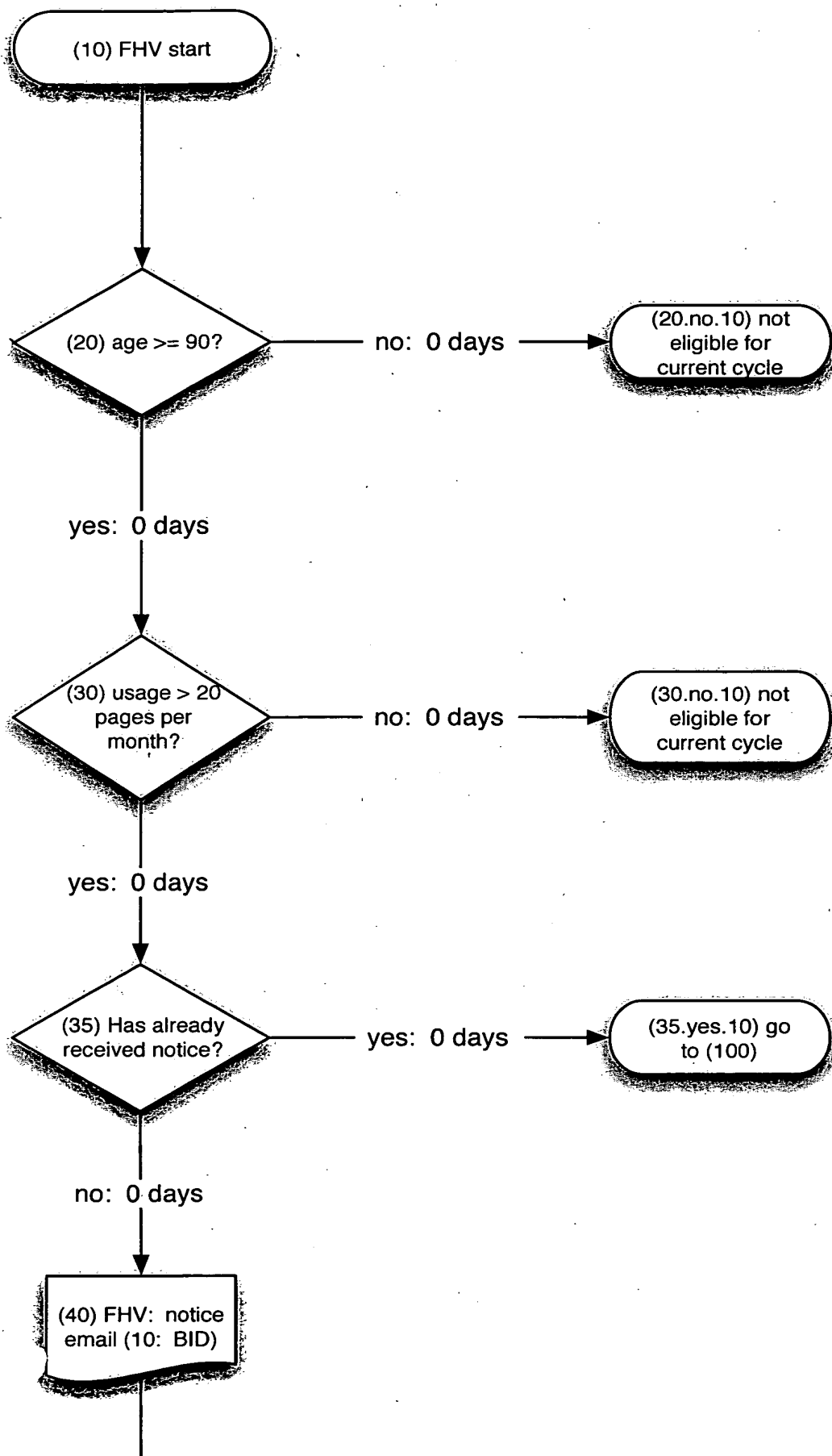


Fig. 5A

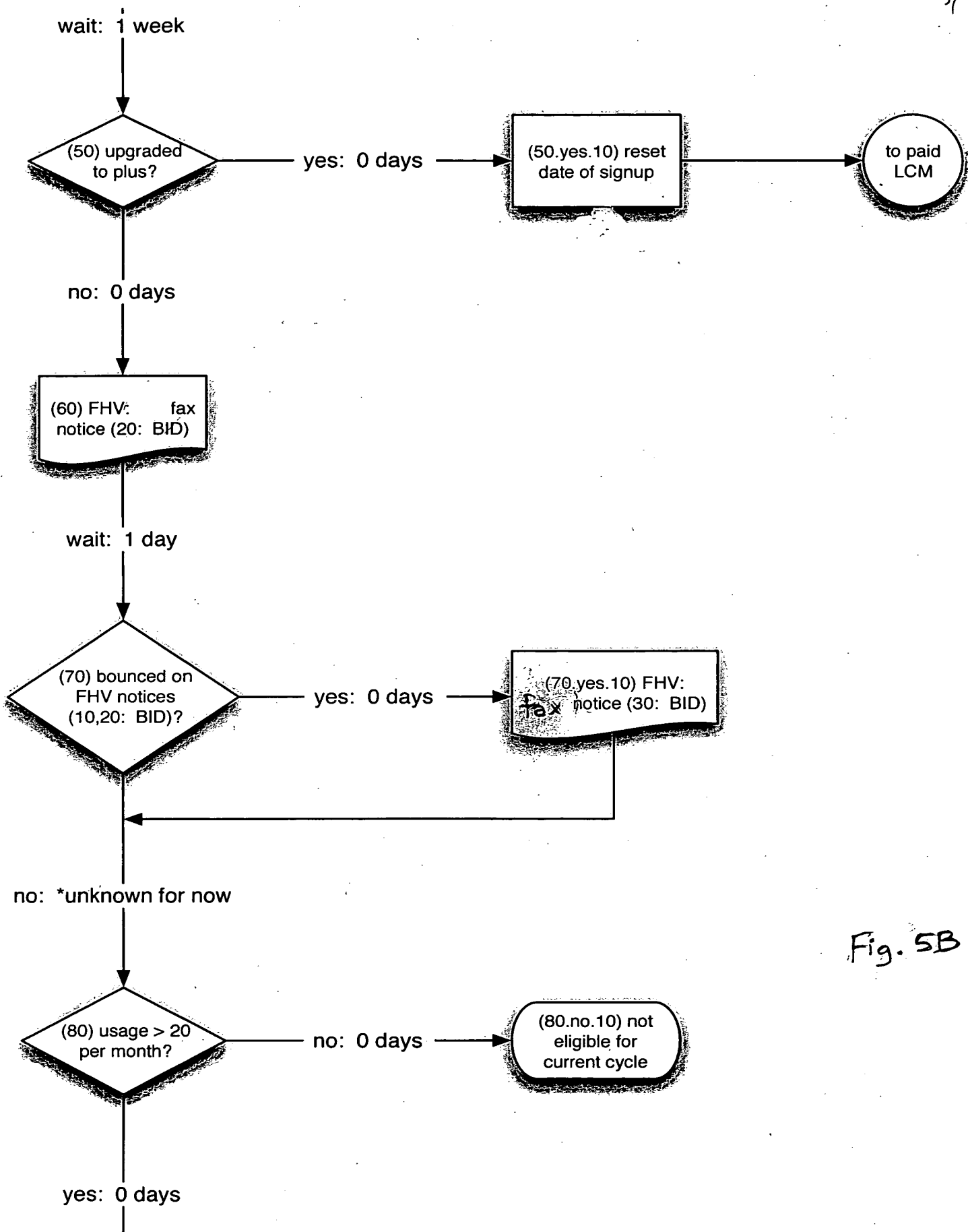


Fig. 5B

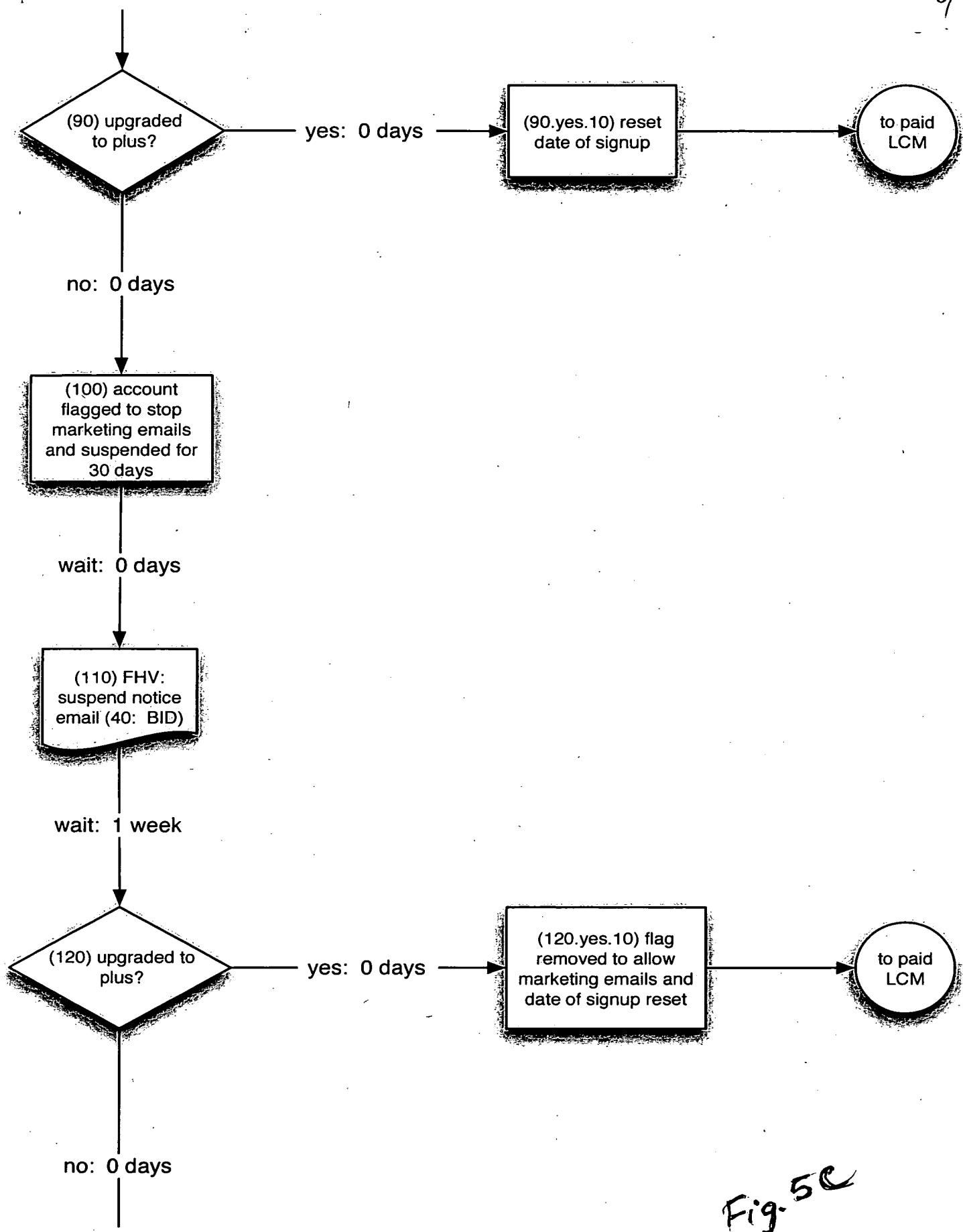


Fig. 5C

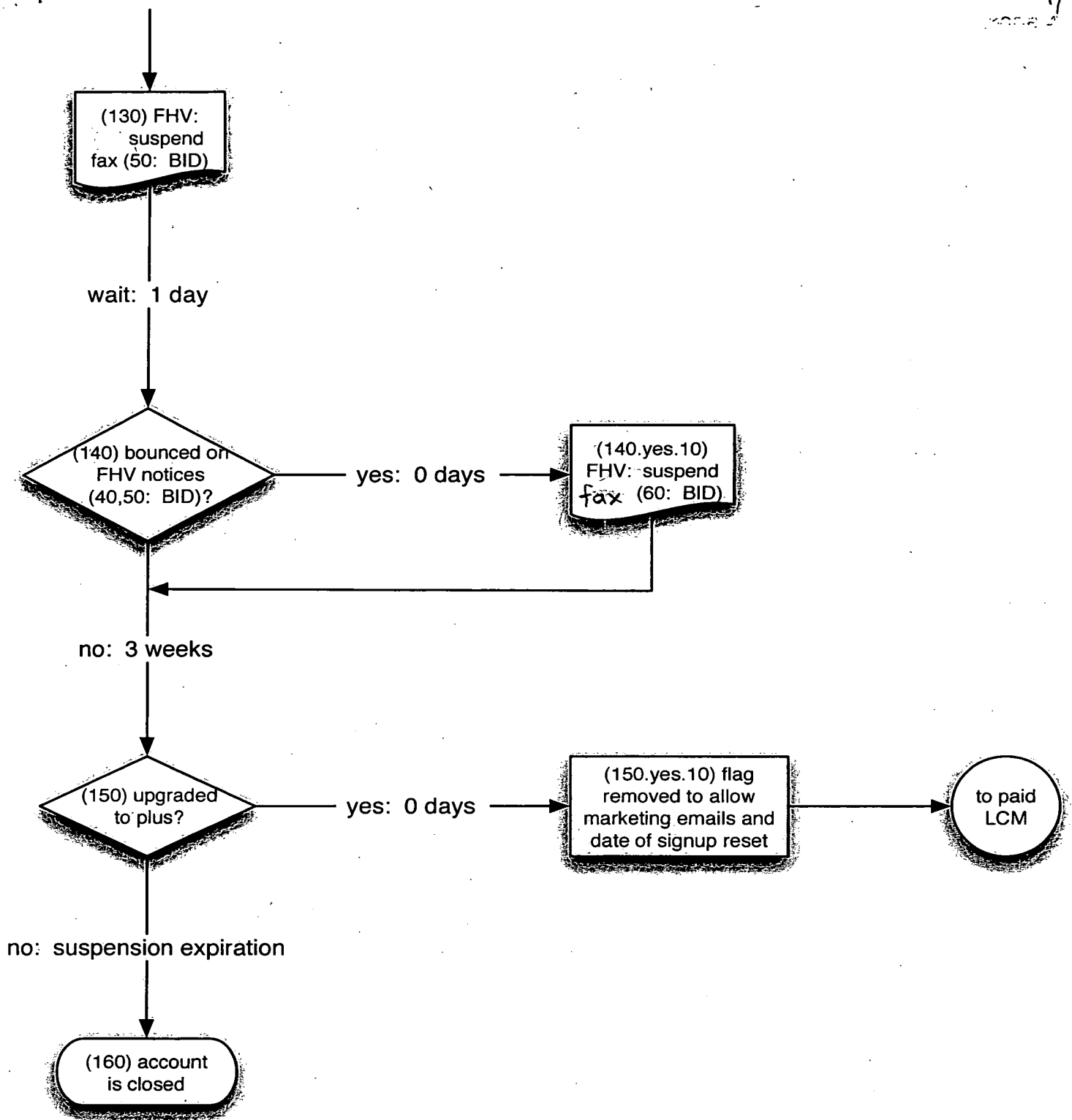


Fig. 5D

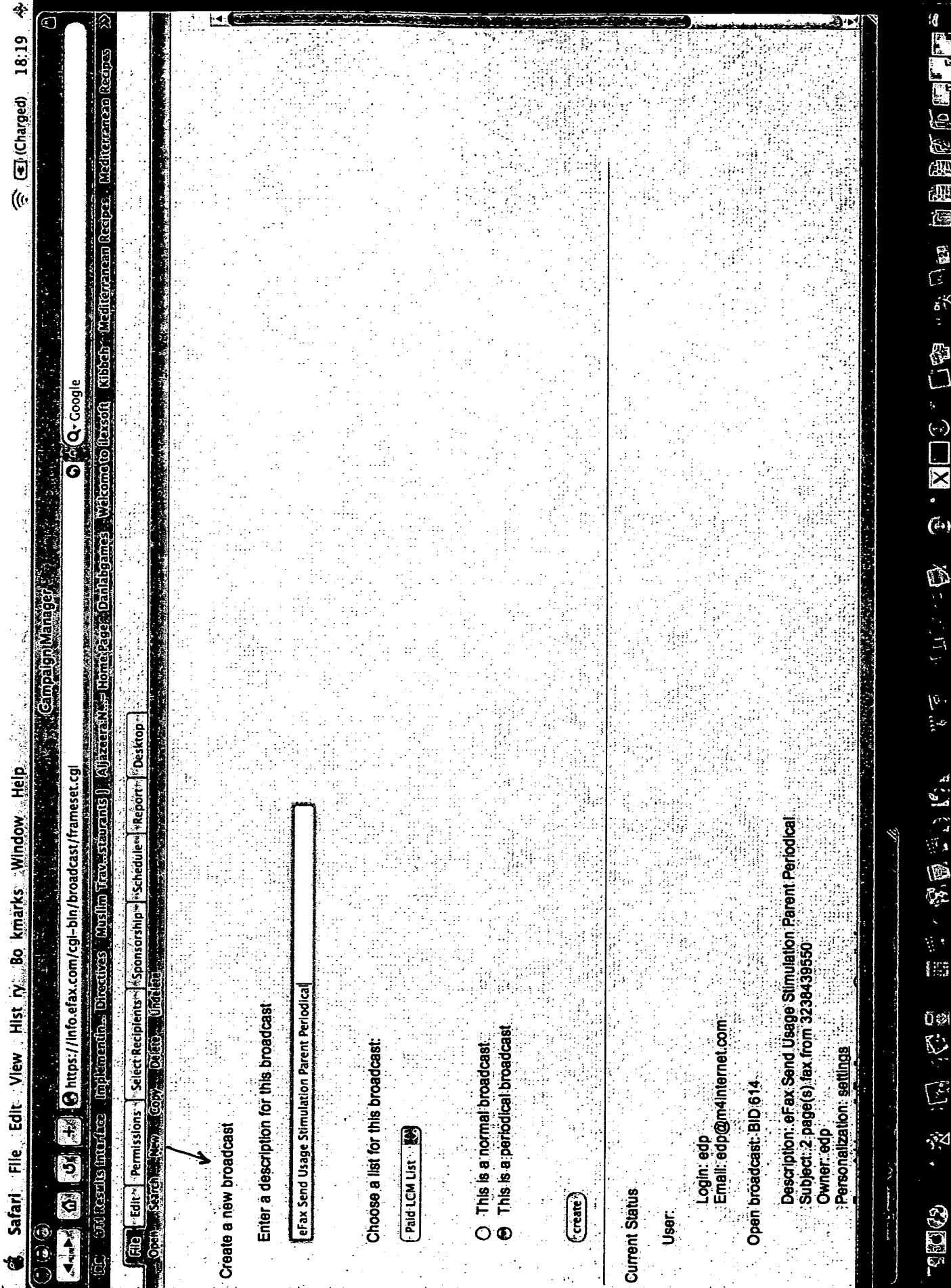


Fig. 6A

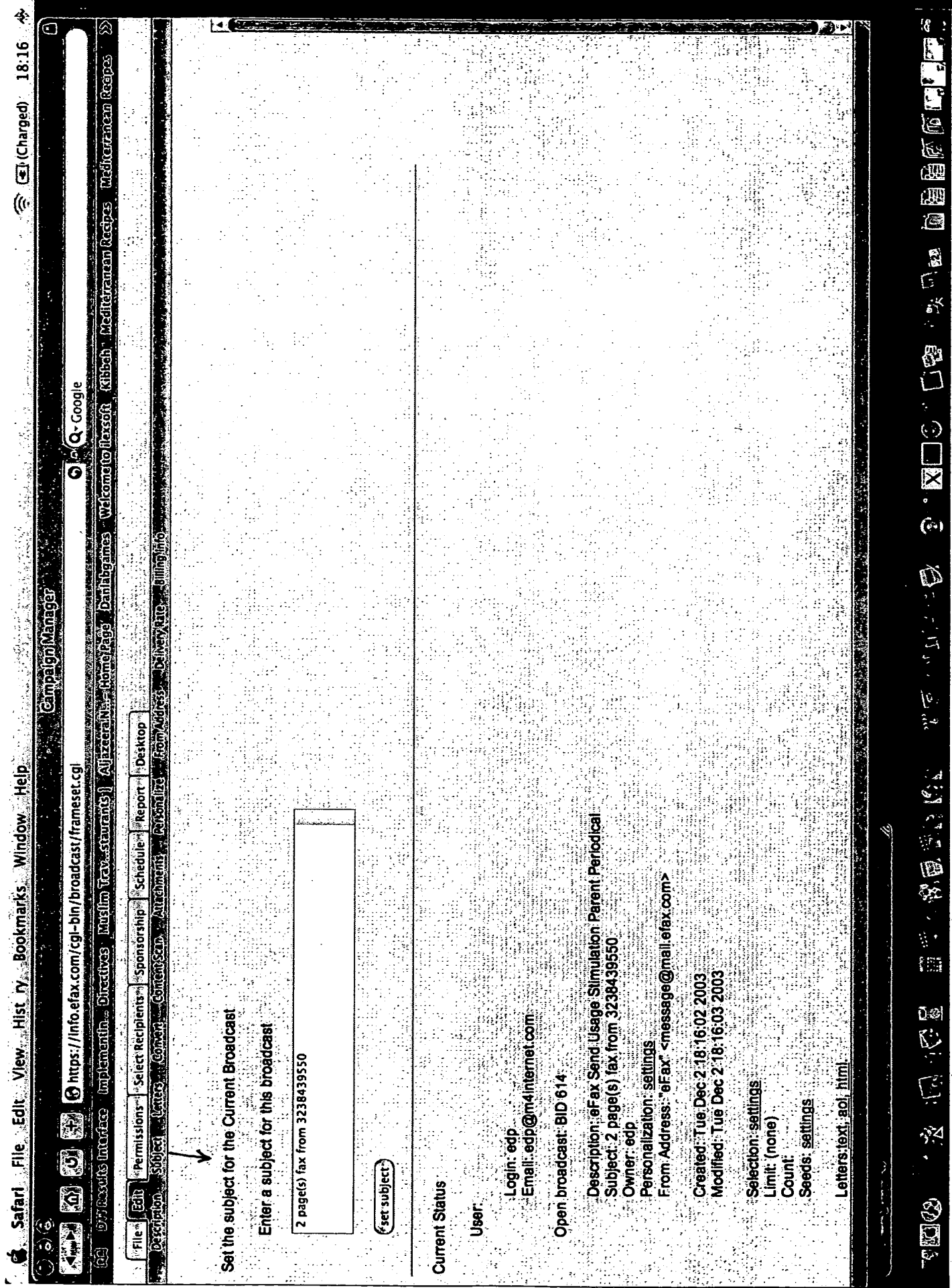


Fig. 6B

Campaign Manager

https://info.efax.com/cgi-bin/broadcast/frameset.cgi

Home Page Danlabgames Welcome to Ilexsoft Kibbeh Mediterranean Recipes

File Edit Permissions Select Recipients Sponsorship Schedule Report Desktop

Select the recipients from the user list

User List: Paid LCM List

Database Field state LCM state is one of

0 - New
1 - Ready for Distribute
2 - Ready for Send
3 - Ready for Signature

Periodical Prior runs of this broadcast Included in broadcast No

Limit the number of recipients to Unlimited

Also make the selection unique on: email

add new item delete marked items count reserve update

Query Library Choose One append query save query

Current Status

User

Login: edp
Email: edp@m4internet.com

Open broadcast: BID 614

Fig. 6c

Set the selection for the Current LCM Rule

User List: Paid LCM List

Current Status

User:

Login: edp
 Email: edp@m4internet.com

Open LCM Rule: (# 18)

Description: (distribute) to (signature) transition
 Owner: edp

QA State: Untested
 Created: Tue Dec 2 17:54:38 2003
 Modified: Tue Dec 2 17:54:38 2003

- Macintosh HD
55.88 GB, 25.44 GB free
- iDisk
100.9 MB
- 000Ed.bfo.rtf
- 000hemi.2.rtf
- 000hemi.ideas.rtf
- broadcast.v21_clean
- broadcast.v21_clean.doc
- LCM
16 items

Macintosh HD
55.88 GB, 25.44 GB free

idisk
100.9 MB

000Ed bio.rtf

000hemii 2.rtf

000hemii ideas.rtf

broadcast v21_clean.doc

broadcast_v21_clean.doc

LCM
16 items

Q- Google

https://info.efax.com/cgi-bin/lcm/frameset.cgi

Q- Google

Directives Muslim Trav...staurants... AljazeeraN... Home Page DanAbgarnes Welcome to flexsoft kibbali

File Permissions Rule Set

Set the selection for the Current Rule Set

User List: Paid LCM List

Database Field: usage

usage range

Cancel

computer

demographic

did

geographic

personal

service

state

usage

usage range

Activate

add new item

delete marked items

update

Query Library

Choose One

append query

save query

Current Status

User

Login: edp

Email: edp@m4internet.com

Open LCM Rule: (# 18)

Description: (distribute) to (signature) transition

Owner: edp

QA State: Untested

Created: Tue Dec 2 17:54:38 2003

Modified: Tue Dec 2 17:54:38 2003

Fig. 7C

LCM Interface

https://info.efax.com/cgi-bin/lcm/frameset.cgi

Google

File Permissions Rule Set Reports Desktop

Set the selection for the Current LCM Rule

User List: Paid LCM List

Database Field: usage

-- Select One --
received total
received 90 day
✓ sent total
sent 90 day

is greater than 0

add new item delete marked items update

Query Library: -- Choose One -- append query save query

Current Status

User:

Login: edp
Email: edp@m4internet.com

Open LCM Rule: (# 18)

Description: (distribute) to (signature) transition

Owner: edp

QA State: Untested

Created: Tue Dec 2 17:54:38 2003

Modified: Tue Dec 2 17:54:38 2003



Macintosh HD
55.8R GB, 25.44 GB free



iDisk
100.9 MB



000Ed bfo.rtf



000hemi 2.rtf



000hemi ideas.rtf



broadcast.v21_clean.doc



broadcast.v21_clean.doc



LCM
16 items

- Machintosh HD
55.88 GB, 25.44 GB free
- iDisk
100.9 MB
- 000Ed bio.rtf
- 000hemi 2.rtf
- 000hemi ideas.rtf
- broadcast_lv21_clean
- broadcast_lv21_clean.doc
- LCM
16 items

LCM Interface

https://info.efax.com/cgi-bin/lcm/frameet.cgi

Google

Home Page Danlabgame3 Welcome to flexsoft Kibibdh

File Permissions Rule Set Report Desktop

Set the selection for the Current LCM Rule

User List: Paid LCM List

Database Field

usage

sent total

0

add new item

delete marked items

update

Query Library

Choose One

append query

save query

Current Status

User

Login: edp

Email: edp@m4internet.com

Open LCM Rule: (# 18)

Description: (distribute) to (signature) transition

Owner: edp

QA State: Untested

Created: Tue Dec 2 17:54:38 2003

Modified: Tue Dec 2 17:54:38 2003

--- Select One ---

is null

is not null

in the range

not in the range

is equal to

is not equal to

is less than

is less than or equal to

is greater than

is greater than or equal to

Fig. 7E

Set the Minimum Age for the Current LCM Rule

Minimum Age:

This rule will apply only to those records that have been in the "From" state for the specified number of days.

Current Status

User:

Login: edp
 Email: edp@m4internet.com

Open LCM Rule: (# 18)

Description: (distribute) to (signature) transition
 Owner: edp

QA State: Untested
 Created: Tue Dec 2 17:54:38 2003
 Modified: Tue Dec 2 17:54:38 2003

- Macintosh HD
55.88 GB, 25.44 GB free
- iDisk
100.9 MB
- 000Ed bio.rtf
- 000hemi 2.rtf
- 000hemi ideas.rtf
- broadcast_v21_clean.doc
- broadcast_v21_clean.doc
- LCM
16 items

LCM Interface

https://info.efax.com/cgi-bin/lcm/frameet.cgi

Google

Results Interface Implementin... Directives Muslim Travelers Restaurants Al Jazeera.N Home Page Danlabgames Welcome to Ilexsoft Kibbely Mediterranean Recipes Mediterranean Recipes

File Permissions Rule Set Rules Report Desktop

Description Properties Selection Minimum/Ag Activate

Set the selection for the Current LCM Rule

User List: Paid LCM List

Broadcast 592 -- [2003-11-25] efax - Send (efx) Click on a link that contains hong kong

add new item delete marked items update

Query Library: -- Choose One -- append query save query

Current Status

User

Login: edp
Email: edp@m4internet.com

Open LCM Rule: (#18)

Description: (distribute) to (signature) transition
Owner: edp

QA State: Untested
Created: Tue Dec 2 17:54:38 2003
Modified: Tue Dec 2 18:09:30 2003

Fig. 8A

171

Set the selection for the Current LCM Rule

User List: Paid LCM List

Broadcast ☐ 586 [2003-11-20]efax-Send(efx)

add new item | delete marked items | update

Query Library: Choose One | append query | save query

Select One
 Included in broadcast
 Delivery attempted
 Bounce at source
 Bounce at destination
 Open the email
 Click on
 Remove
 Forward to a friend
 Click on a survey link
 Complete a survey

Current Status

User:

Login: edp
 Email: edp@m4internet.com

Open LCM Rule: (# 18)

Description: (distribute to (signature) transition)
 Owner: edp

QA State: Untested
 Created: Tue Dec 2 17:54:38 2003
 Modified: Tue Dec 2 18:03:05 2003

Macintosh HD
 55.88 GB, 25.44 GB free

iDisk
 100.9 MB

000Ed bio.rtf

000hemif 2.rtf

000hemif ideas.rtf

broadcast_v21_clean

broadcast_v21_clean.doc

LCM
 16 items

Set the selection for the Current LCM Rule

User List: Paid LCM List

Broadcast [2003-10-25] /efax/send/efx Click on

add new item delete marked items update

Query Library: Choose One -- append query save query

Current Status

User:

Login: edp
 Email: edp@m4internet.com

Open LCM Rule: (# 18)

Description: (distribute) to (signature) transition
 Owner: edp

QA State: Untested
 Created: Tue Dec 2 17:54:38 2003
 Modified: Tue Dec 2 18:05:08 2003

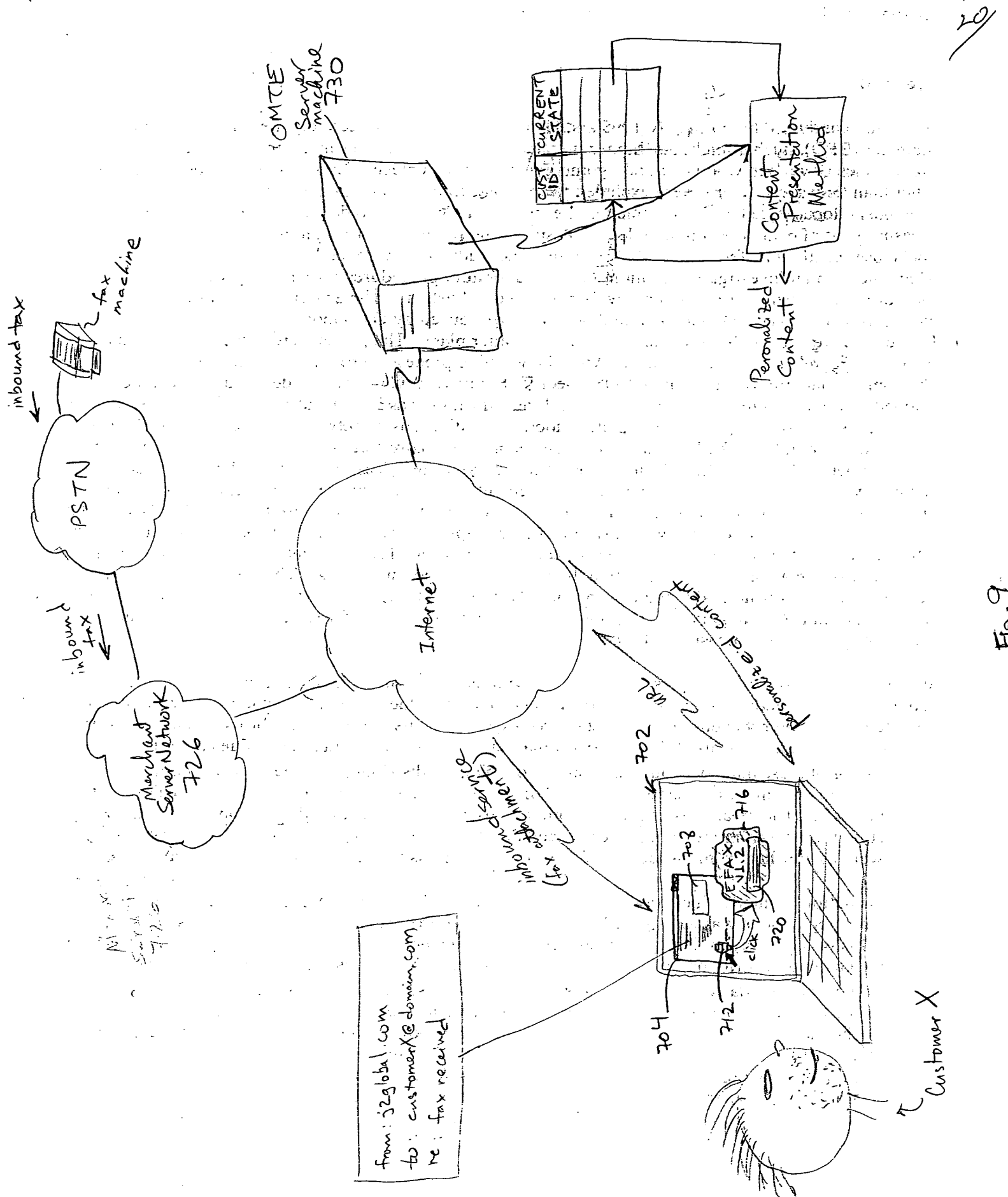


Fig. 9

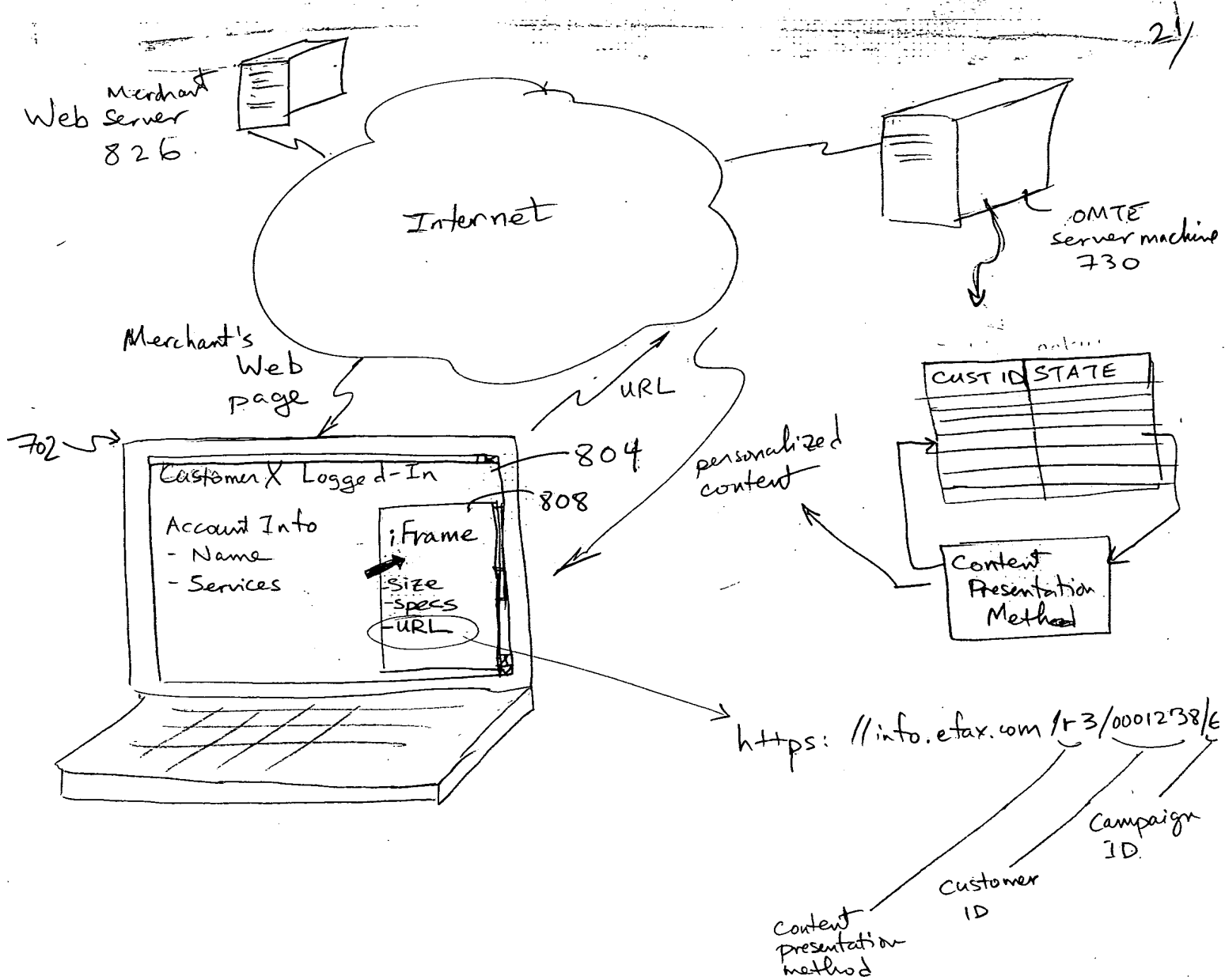


Fig. 10